

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

LAW0015 – ACADEMIC WRITING
(FACI)

18 OCTOBER 2019
9:00 a.m – 11:00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** pages with **TWO** sections only.
2. Write all of your answers in the Answer Booklet.

SECTION A: ERROR ANALYSIS [10 MARKS]

Instructions: Read the extract carefully and identify TEN errors in mechanics of writing. Identify and correct the errors.

Example:

| No | Line No | Error | Correction |
|----|---------|----------------------------------------------------|----------------------------------------------------|
| 0 | 1 | When is the last time you saw a movie in theatres. | When is the last time you saw a movie in theatres? |

The Netflix Effect

When is the last time you saw a movie in **theatres**. How about the last 1
time you watched a movie or show on Netflix? If you are like most consumers,
you have done the second thing more often. Even as movies bring in record
amounts of money at the box office, Netflix grows it's number of subscribers
by around 10 percent a year and now it has an estimated more than 59 million 5
subscribers in the US alone. There is no doubt Netflix is the definitive modern-
media company, and its impact is felt in a number of industries. It is what
experts call the Netflix Effect.

Before Netflix, consumers went to the movies, rented VHS tapes or 10
DVDs and to watch whatever was on live TV. Now, consumers can stream
content instantly to any device, anywhere. Netflix has changed how consumers
access film and TV. They are no longer tied to the TV and forced to sit through
commercials. Instead of paying for cable plans, a growing number of
Americans are cutting the cord and only using streaming services. It is reported 15
that as of 30 April 2018, the number of people who cut the cord increased by
nearly 33 percent, to 33 million people. At the same time, Netflix users are
increasing. Consumers prefer the flexibility of being able to watch what they
want when they want to.

One of the biggest factor for consumers deciding how to view content is 20
the programming. Consumers do not want to pay for content they will not
watch. Netflix spends a staggering 13 billion dollars on content in 2018, with
around 85 percent of that going to original shows. Alan Harris, one of the
directors at content Netlix creation said, "original content is what stands out to
viewers". They can watch most network shows in multiple places, but they can
only get original content straight from Netflix. The content creation side of the 25
company seems to be hitting on all cylinders. The Netflix original movie *Bird
Box* was watched by 45 million accounts its first weekend. When translated to
box office dollars, the movie would smash anything currently in theaters.

Netflix was one of the first companies to use new internet technology to
drive nearly its entire business model. The service started as a mail-order DVD 30
company, but now just a sliver of its customers actually get their DVDs by
mail. Instead, Netflix relies on the internet to share its products with customers
around the world.

The online business model has also allowed Netflix to collect huge
amount of data on its customers. Netflix's AI-powered algorithm creates 35
personalised recommendations for each user based on: preferences, watch

Continued...

history, ratings and demographics. The recommendations are usually incredibly accurate. According to Netflix, 80 percent of watched content comes from recommendations. In an age where brands across all industries are trying to predict what customers want next and create personalised recommendations, Netflix is setting the bar. Netflix also understands the need to constantly be innovating. The company has changed drastically from its original form of a DVD service. Looking for new technology and to stay ahead of trends help it defines and disrupts the industry. 40

What is the Netflix Effect? It is a move towards more convenient, personalised content. The success of Netflix shows that consumers want products that are easy to use and tailored to match their preferences. Every company, no matter the industry, can learn from Netflix and apply the principles of innovation, disruption and personalisation. If they do not, they run the risk of being disrupted by the growing media giant that is Netflix. 45 50

Adapted from: Morgan, Blake, February 19. *The Netflix Effect*. Retrieved from: <https://www.forbes.com/sites/blakemorgan/2019/02/19/what-is-the-netflix-effect/#30e256245640>

SECTION B: ESSAY WRITING [40 MARKS]

Instructions: Write **ONE** essay from the following three options. Your essay should be around 600 words.

1. The birth of Social Media has both positive and negative impacts on lifestyles. Bowing to pressure from the netizens due to cultural inappropriacy, Kim Kardashian West, who previously decided to rebrand the word Kimono and making it a name for her undergarment shapewear line, had decided to change to a less controversial name. Discuss how social media can influence towards positive or negative reformation by stating specific examples.
2. Professor of Political Science and International Affairs at the University of Mary Washington, Dr Stephen J. Farnsworth said "One should avoid "junk food" journalism, seek quality over quantity and be mindful of the news source to fight the scourge of fake news." Discuss the impact of fake news on the society.
3. One of the ways to promote unity among various races in the country is through education system which begins in school. However, promoting good values and harmony can be a very challenging task. State the comparisons between in the past and the present challenges of promoting unity among different races.

End of paper